hTrademark Microformat

hTrademark Microformat Proposal
Presentation & Demo


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A Simple “Semantic Annotation” in a Web Page for Trademark

1. hTrademark Microformat Definition
2. Wiki Pages & Demo
3. hTrademark Success Factors
4. Q & A

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What are Microformats?

Microformats are a Set of Simple, Open Data formats Built upon Existing & Widely Adopted Standards: HTML-XHTML

A Microformat is a Web-based Approach to Semantic Markup by defining some HTML Tagging Conventions.

microformats.org
en.wikipedia.org/wiki/Microformats
First Microformats Defined/Used

- rel-license
- rel-tag
- rel-nofollow
- VoteLinks
- XFN
- geo
- adr

✓ hCard
✓ hCalendar
hResume
hAtom
+ hTrademark

Latest microformats news

Recently in microformats (July edition)

'This Week in Microformats' is a summary of notable microformats activity from the mailing lists, wiki, events and the wider web.

On the wiki

- Din Neville has been working hard this week, updating the Russian translation of the wiki. Thank you, Din.
- datetime-design-pattern contains documentation and discussion of alternative patterns to represent dates and times.
- The parsers page has fallen a little out of date. If you'd like to help update it with links to current available parsers, please help!
hTrademark Microformat Examples

**Word Mark**

```html
<div class="trademark">AIPPI ®
    <abbr class="trademark-uri" title="http://../EM500000000000001.htmk"/>
</div>
```

**Figurative Mark**

```html
<div class="trademark">
    <img src="http://google.com/google-logo.jpg"/>
    <abbr class="trademark-id" title="US500000076314811"/>
    <abbr class="trademark-id" title="WO50000000881006"/>
</div>
```

- Wikipedia™
- Apple ®
- Google (TM)
- W3C [tm]
Microformats are a set of simple, open, modular and embeddable data format standards built upon existing and widely adopted standards: HTML.

They enable some semantic annotation on existing web pages and encourage decentralized development, content, and services.

It can be considered as a first step towards semantic web using simple and well-known technologies currently used by any website.

First and Most Used Microformats

Why a hTrademark Microformat
hTrademark Microformat Examples

**Figurative Mark:**

![Google Trademark](image)

**Word Mark:**

`GOOGLE (TM)`

**hCard Example:**

- **Office for Harmonization in the Internal Market**
- **Avenida de Europa, 4**
- **E-03008 Alicante**
- **SPAIN**
hTrademark Success Factors

- Definition & Communication (IP Office, Community, Wiki, etc.)
- No/Low Barrier of Entry (Simple, Browser Plugin)
- Adoption by User/Industry (Websites)
- Use by Search/Semantic Engines
- Enrich by IP Offices Web Services (TMView + IP Resource Bus?)
- Mash-up, Serendipity?

Proposal - Recommendation

Adoption of Microformats by Office Websites: hCard, hCalendar and hTrademark.
Q & A

Thank You

WWW.OAMI.EUROPA.EU